



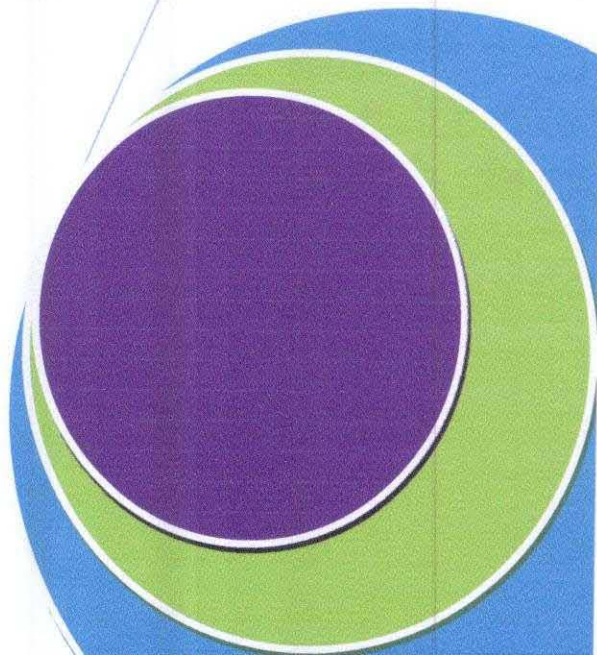
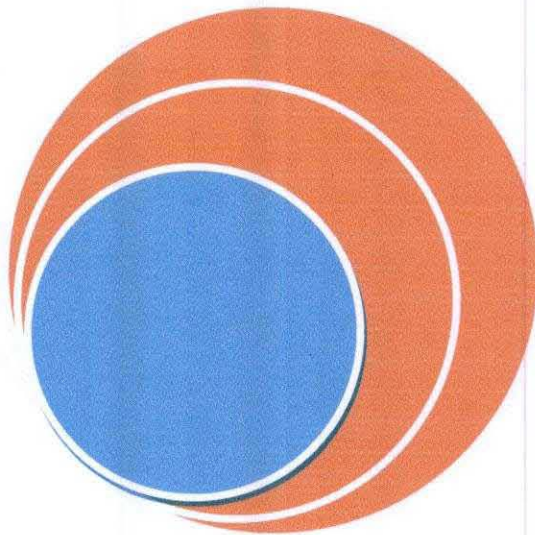
# Internship Report

## *Importance and Influence of Advertisement Copywriting*

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August 2008



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**Importance and Influence of Advertisement Copywriting**

**An Internship Report Submitted to the**

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**of BRAC University**



**By**

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## **Table of Content**

<b>Introduction.....</b>	<b>1-5</b>
--------------------------	------------

### **Chapter 1: Advertisement**

1.0 The general idea of Advertisement.....	6-7
1.1 Different types of advertising.....	7-8
1.2 Advertisement in Bangladesh.....	8-9
1.3 The purpose of advertisements in Bangladesh.....	9-10
1.4 Types of ads available at present in Bangladesh.....	10-11

### **Chapter 2: Copywriting**

2.0 What is copy writing?.....	12-13
2.1 Role of Copywriting.....	13
2.2 Advertising copywriter's job.....	13-14
2.3 Copywriters and brand-building.....	15
2.4 What makes a good copy?.....	15-17
2.5 Different types of copy.....	18-19
2.6 Ways of Writing a Copy.....	19-20

### **Chapter 3: Criticism**

3.0 Advertisements as part of our culture.....	21-22
3.1 Advertising makes the world go round.....	22-23
3.2 Influence of ads in Bangladesh.....	23-24
3.3 Some Negative Implications of Advertisement.....	25-27
3.4 A postmodern perspective - What are TV ads really trying to tell its audience.....	27-29

<b>Conclusion.....</b>	<b>30-31</b>
------------------------	--------------

<b>Work Cited.....</b>	<b>32</b>
------------------------	-----------

## **Introduction**

Today's competitive world leaves no space for people who fall behind, it's a dog eat dog scenario. In this situation corporate houses and consumer companies have started a new era of creative application of selling their product and advertisement has emerged in the picture. Advertising is a media of communication which has gone through many evolutionary periods to reach its present state. Advertisement today is no longer just a marketing tool it is an expression showing various view points of many companies and their products. Advertisement is a blend of many creative work combined to reflect a single thought. Advertisement includes visualizing, sound effects, and copy writing. In an advertisement copy is the most established impression on its viewers. Just like the catchphrase - 'macher raaja ilish ar battir raaja phillips' (Hilsa is the King of fish while Phillips is the King of bulbs) shows that the creators of this ad campaign believe in our Bangladeshi traditions. Whether we remember the visual images of this ad but this tag line of Phillip's Lamp will always be in our mind. Advertisement is a field of creativity which not only reflects the views and values of a particular society, but also an instrument to those views, values and beliefs. The meaning of an ad changes during the course of time. In this report I will incorporate the things I have learned during my internship as a copywriter, and discuss different advertising copywriting and thus how influential and important the copy is for different ads.

As a media and communication student of BRAC University I had the opportunity to do an internship as a copy writer in an advertising agency named, Unitrend Ltd. The internship was

three month long, from 22<sup>nd</sup> January to 24<sup>th</sup> March year 2008. During this internship period I came to learn many interesting and vital rules of being involved in an advertising agency as well as observed some basic facts and classification of copy writing. Throughout this three month I worked in various projects and fortunately had the opportunity to create few advertisement copy of my own. I individually worked in three projects and as an assistant copywriter worked in five advertisements. The job of a copy writer does not have any hard and fast description or definition. The work criteria is to follow the visualization given by the art director or just come up with a fresh and new idea of selling an existing product in a new way. Sometime copy writing is just about translating one language to another and some time come up with new registers like in Grameen Phone's D'juice ads reflect new generation informal language. But in short copy writing is a tough and at the same time very entertaining job to perform.

The report will be divided into several chapters discussing various aspects of copy writing and how the work has been done in the company I had worked in. In the first chapter I will talk about advertisement and the general idea behind it. Chapter two will answer questions like what is copy writing, what is a good copy, basic facts and do's and don'ts of copy writing. Chapter three will contain explanation of different types of copy, different examples of copy writing from my point of view which have postmodern aspects, feminist approach of ads from my point of view and how a copy is determined and apply some feminist theories, and critical analysis of the present situation of ads in our country. The paper will finally the paper end with a reflection and review of my experience in the current world of copywriting.





## The Organization (Unitrend Ltd) at a glance

### Organization's background

Unitrend Ltd. is one of the most successful ad agencies in our country. it started its journey in 1985 as a 4 person agency, and is now comprised of 100 creative minds with a vision to change the face of advertising through incorporating. The goal and vision of this company is to put Bangladesh's culture at the front and maintain a prestigious reflection of our country through their creation.

The strategy that helped Unitrend change from an agency to a brand is a rational approach to advertising. They want to understand their customer and plan their ad accordingly. They appreciate the consumers who can turn a product into a brand. And that is why they give importance to communicate with the customers and the long term implication which helps them to form their strategic planning to run this company effectively.

Unitrend claims to be a total communication company. They believe in the saying, "working with clients not for them". With a comprehensive range of services, including media planning, Unitrend strive to be a communication partner to their clients, sharing joint responsibility to build brands.



The works that Unitrend does as an advertising agency are,

- brand strategy
- brand architecture
- consumer insights
- advertising
- global marketing

### **The brains behind the action**

Firstly, Muneer Ahmed Khan the chairperson & creative chief on Unitrend. The MCom graduate in Marketing from Dhaka University, he went on to become the founder director of Unitrend.

Then Mr. Zulfikar Ahmed, managing director & chief executive officer of Unitrend. With 18 years of experience in advertising and brand marketing, he ended up 'building' brands like Standard Chartered Consumer Banking, NIDO, NESCAFE, Parachute Coconut Oil and many more.

Some of the Brands for which this company works for are the followings:



Recently this company has been recognized as the fastest growing agency in the country. It received the Highest Recognition Award in the McCann System in 2000.

It was a unique experience, the people and the overall environment of the company was casual and it recognizes fresh ideas from its employees.

## Chapter 1

### Advertisement

#### 1.0 The general idea of Advertisement

It is easy to confuse advertising with, marketing, promotion, public relation and publicity and sales, as these terms are often used interchangeably. However, they refer to similar but essentially different activities. Marketing is the wide range of activities involved in making sure that the continuing needs of the customers are met and getting value in return where advertisement is just a small part. On the other hand, promotions are used when a product is first launched in the market and help stimulate demand for the product. Public relations and publicity include ongoing activities to ensure a strong public image of the overall company and its products or services. "Advertising is bringing a product (or service) to the attention of potential and current customers. Advertising is focused on one particular product or service. Thus, an advertising plan for one product might be very different than that for another product. Advertising is typically done with signs, brochures, commercials, direct mailings or e-mail messages, personal contact, etc" - *Principles of Advertising and IMC*, 2<sup>nd</sup> edition, Duncan Tom.

Lets take the arrival of a circus in a town as an example to clarify the differences of the terms discussed above. If the circus company paints a sign saying "Circus Coming to Fairground Friday" it would be an example of advertisement. If the company puts the sign on the back of an elephant and walk it into the city, that would be a promotion and if the elephant walks through the most famous streets of the city it would then be called a publicity. Finally when the public



reacts to these acts by laughing or talking about it with others, a public relation is established. The company would then be able to make sales once the citizens of the city go the circus, and the company shows them the many entertainment booths, explains how much fun they will have at the booths and spends a lot at the circus.

Though selling the product is the prior motive of advertising, it is much more complicated than this. Through advertising the creators can also convey messages, as non profit organizations also put ads on TV and newspapers, as a mean to communicate and spread information. Advertisement can change how people look at things, may be for better or for worse but it enhance the chance of changing people's point of view. It emotionally attaches the consumer with the product and makes it an essential part of their lives.

### **1.1 Different types of advertising**

There are many different types of advertising that are effective for small businesses, from traditional forms of advertising such as signage, yellow pages listings and newspaper advertising to newer forms such as pay-per-click advertising on the Internet.

Since advertising in electronic media is very expensive, small businesses and local companies advertise their products or services through paper ads or through simple billboards. Paper ads are the most common form of advertisements, which only highlights the product name, benefits and the company which are providing the product. Beside paper printed ads and common billboards there are TV ads which are very influential especially for young generations.

Big corporate houses and international companies are able to afford continuous TV ads. These ads are not only to expand public appeal for the product but also introduce many other aspects of local culture, emotional attachment to the generation and in addition build dynamic careers of many people involved in the making process of these ads.

Technically, advertising is only one way of promoting the business. The organizations also want to be sure that whatever form of advertising they choose, fits in with their marketing plan as well as the cultural context of the ad in that particular country. So it can be said that, advertising is attempting to influence the buying behavior of the customers or clients by providing a persuasive selling message about the products and services.

## **1.2 Advertisement in Bangladesh**

“Advertising, is a non-personal communication of information, usually paid for and persuasive in nature, informing about products (goods and services) or ideas or concepts by identified sponsors through various media.” (<http://banglapedia.search.com.bd>)

The general idea of advertising in Bangladesh is also the same, as here advertisements are used basically to sell a product or service by either printed piece of information, billboarding them in the streets or colorful visual images that we called a TV ad.

But there was very little advertising practice in Bangladesh before independence. Because our country did not have any big organizations or industries until 1990s, the scope for specialized advertising agencies was very limited. But recently Bangladesh has started business

with international organizations, which increased the scope for advertising agencies to flourish here. In year 1967 Bitopi, East Asiatic (now Asiatic), and Interspan entered the market almost simultaneously (source). Other advertising companies started operating after independence. Such agencies who make their mark in this field of media are, Adcomm, Asiatic, Bitopi, Unitrend, Grey, Interspeed, Popular, Madona, and Matra.

There is no formal way of tracking of advertising agencies in our country. According to formal media sources, “a total of 150 agencies are registered with Bangladesh Television, while the number exceeds 500 when both the formal and informal sectors are considered. However, more than 70% of the formal market share is held by the top nine advertising agencies of the country. Other advertising agencies claim only about 13% of the market share, while the rest is accrued to in-house advertisement of business firms and enterprises.” (<http://banglapedia.search.com.bd>)

### **1.3 The purpose of advertisements in Bangladesh**

Advertisement serves many purposes, but it depends on the creator of the ad or the organization who is paying for the ad to decide what they want to tell the viewers. The purpose of advertisement is to inform the consumers regarding the introduction of a particular commodity and its availability in the market. “One of the main aims of advertisement is to create demand for new commodities by attracting the attention of people towards it. To maintain the created demand of a particular commodity with the help of constant propaganda is also an object of advertisement”- *Principles of Advertising and IMC*, 2<sup>nd</sup> edition, Duncan Tom. Advertisement not only informs people about a particular commodity or service but also instructs those regarding



new uses of the old commodities [example]. Besides this, by advertisement information can be disseminated to very distant and wide places.

Advertising provides a direct line of communication between existing and prospective customers and product or service. From the over all idea of the book, *Marketing Management 2<sup>nd</sup> edition* by Philip Kotlar, I have come to the conclusion that, the purpose of advertising is to:

- Make customers aware of product or service;
- Convince customers that company's product or service is right for their needs;
- Create a desire for the product or service;
- Enhance the image of the company;
- Launch new products or services;
- Reinforce salespeople's messages;
- Create the scope for the customers to take the next step (ask for more information, request a sample, place an order, and so on)

#### **1.4 Types of ads available at present in Bangladesh**

Advertisement media in Bangladesh can be classified into two categories based on the placement strategy - Above the Line (ATL) category and Below the Line (BTL) category, each claiming about 50% of the total revenue. (<http://banglapedia.search.com.bd>).

ATL includes newspapers, magazines, radio, television, and satellite and cable television. Placement strategies under BTL includes event management, in-house advertisement (company performing own advertisement) at point of purchase, outdoor advertisement (billboards,

hoarding, neon signs, and bell signs), innovative activities (jatra, street drama) and advertisement on vehicle bodies or fliers. “The market size of the formal advertising agencies accounted for about Tk 2 billion in 1999, while, in-house and outdoor advertisements by manufacturing or service providing companies and the informal agencies (non-registered agencies and individuals) accounted for about another Tk 1 billion” (<http://banglapedia.search.com.bd>).

## Chapter 2

### Copy Writing

#### 2.0 What is copy writing?

Before answering the questions, I would like to explain from my own experience, what I have learnt as a copywriter. In my three month long experience as a copy writer for print and television media I have learned that copy writing is simply the reflection of what a consumer needs to discover from the product. It gives the reader or the viewer the information they seek to obtain from the product. From the creative perspective, it is the self-demonstration of what one believes to be true and conveys that message to the mass.

Generally copywriting is the advertising industry's official term for *writing*, whose sole purpose is to market products, services and ideas. This type of writing is different from news writing or book writing because it is subjective and persuasive in nature. When one writes advertising copy, "he/she does it with the intention of capturing interest, appealing to human emotion, and evoking a specific and intended action or reaction" (the article: Advertising Do's and Don'ts by Jeremy Gislason)

The first thing any copywriter or creative director will ask a freshmen before beginning work for their company is "describe your target audience." This is the same question my assistant creative director asked me when I first started my journey as a junior copywriter at Unitrend Ltd. During the target audience profile, I had to establish my ideal customer, cover demographics such as age, gender, economic status and location. Then I moved on to



psychographics such as habits, attitudes, values and emotional needs. Once these were decided I had to understand the best persuasive approach to use in my copywriting. This helped me to reach out and make an emotional connection with my readers and viewers, which enabled me later on to deliver what they wanted to see in the advertisements.

## **2.1 Role of Copywriting**

Copywriting plays a crucial role in promotion and advertisement of any business. No matter what business the companies are involved in, simply having a good product or service is not enough to sell the products. In fact, promotion and advertisement play a major role in getting sales for any business. Any good advertisement is incomplete without the right kind of slogan to go with it. If the advertisement does not have a good slogan then it is incomplete.

On the other hand, an advertisement can look complete with only text and without any image. Good slogans are very crucial to attract the people to the product and service. Over the years, we have heard many a popular add lines that have become so popular that they have become a part of the daily conversation.

## **2.2 Advertising copywriter's job**

The advertising copywriter's job is to find the audience and target them. That means different strokes for different audiences. It will not be good thing to use the same language talking to the older more mature audience as to a teenager or young audience. A copywriter needs to have some understanding of consumer psychology. Simply it means, how to understand

high or low product involvement, and balances rational and emotional responses, from technical, features-driven copy to a light benefit loaded ad.

A copywriter is the one who takes the ideas one step ahead. The copywriter is commonly responsible for three major functions in an organization:

#### Research Work:

Content requires a lot of research work, to be carried out, to get an idea of the project, the target audience and the accuracy of the available substance. For this purpose, a copywriter has to study the project thoroughly, research and gather information through the internet, newspapers, magazines, etc. and then start structuring the entire content in a sequential manner.

#### Writing Text:

This is the actual work of a copywriter. He/She has to develop ideas based on a particular project, and frame them into a solid content, which have to be meaningful, creative, short and precise. It is the attractiveness of the text that matters, to catch the attention of the reader.

#### Comprehending designs to make recommendations:

A copywriter should have the ability to look at a design and state, what is needed to be said about it, considering the meaning essentially specified through the design. Comprehending is an essential tool required to know the concept & the idea, and thereby, has to be developed into an original and fresh content that would appeal to the audience.

### **2.3 Copywriters and brand-building**

“In the advertising for a copywriter audience reaction is all. In general, copywriters want his/her audiences to feel something or want them to think, understand or to remember the products he/she is selling, and it is called brand-building” ([www.business.com/directory/advertising](http://www.business.com/directory/advertising)).

A copywriter gives the product a bit of personality, so that it shapes people's attitudes towards the product. The advertising copywriter always focuses on how people think, feel and act.

### **2.4 What makes a good copy?**

Advertisements are little commercials, which come to us at all hours of the day, seven days a week, thirty days a month and twelve months a year, but not all of them have an equal impact on the audience. Some can be very annoying, but then there are also those ads that stand out and make people think. For me and people in the advertising and copywriting field, that may happen a little more often, simply because we tend to pay more attention and analyze the content of the advertisements.

An advertisement is obviously an image, coupled with a message known as copy but sometimes it's just an image and at other times it can be just a copy. But more often than not, it's a combination. In this report I will be dealing with copywriting, which according to me is the most important part of advertisement.

Following are some of the things that a copywriter needs to keep in mind during writing copies:



### 1) Clarify the Goal of the Ad through Copy

What will be the customers' initial reaction after seeing the ad is the most important part of copy writing. Whatever the reaction is, writers need to make sure they know those reactions before the customers' make them and then put the pen on paper. From my own experience and the way I have seen people around me work; I can say that, getting a clear view and go for it is the classic yet the most used method of copy writing.

### 2) Decide on an Appealing Headline

The headline is crucial because a great headline can make a business shine overnight. The mission of a copy is to reach out to the consumer as they are paging through magazines, surfing the web or TV channels and somehow draw their attention. A copywriter needs to do a lot of brainstorming before deciding on the headline, which will help to flesh out the ad.

### 3) Write using conversational tone

Copywriting is a one-way communication with the consumer either written or spoken. That is, the potential customer can not ask questions of the ad. At least not at the beginning they can not, but definitely in the future they may raise question for or against the ads. Good ad copy is persuasive prose that convinces the consumer to buy. Writer needs to bond with the potential customer to make them believe what he/she is delivering is for their benefit.

### 4) Inventive

How do copywriters make the ad really stand out? He/She must find a unique way of expressing an idea or concept in the ad. A new way of approaching an old product can really

bring it to life. Recently Djuice ads prove it by using innovative catch phrases to attract the potential young consumers to their product.

#### 5) Make Every Word Count

This is where ad copywriting really becomes an art form. To make every word count means that to get rid of the fluff and keep the meaningful words. When this is done the ad takes on a whole new look and feel. But the real impact is made when it is read. An ad that keeps only the significant words is an ad that will read or sound very well.

#### 6) Come up with Short and Crisp Sentences

People are drawn to copy that is terse, hard-hitting and to the point. Using the present tense and the active voice make the ad precise and striking.

#### 7) Write about Benefits of the Product

People love to know what is in the ads for them; they want to see what benefits they can have that the company is informing them through these ads. The goal is to express how the product or service will positively impact the customer's life. The features of the product or the details about the company are important but people are so conditioned to talk about features, that they often forget about the benefits that those features can bring to their lives.

## 2.5 Different types of copy

### 1) Visual based copy

Visual based copy is the most common category of copy that we see everyday. This explains what a particular set of visual images reflects and conveys the message in a written form. These type of copywriting is found everywhere in the city street billboards. Like as follows,



This kind of advertisement is very common and also very popular among public it give them both the information and a visual reference to what they can expect from the products or services.



## 2) Individual copy

Sometimes a copy is strong enough to deliver the message an ad needs to pass on to its consumers. This kind of ads specially work in transmission of social message like, “AIDS campaign: Bachte hole jante hobe.”



These kinds of advertisements only provide information to the consumer. These ads are mostly presented when the company or its product is well known to the customer.

## 2.6 Ways of Writing a Copy

### 1) Copywriting and the USP

The USP, or Unique Selling Proposition, is a way to write ad copy. It is just a couple of short sentences that defines what makes the company different from, and better than, others in its

category. Basically, it's just a simple way to clarify what the company does and how it benefits the customer.

## 2) The AIDA Method of Writing Copy

There is a well-known acronym in the world of copywriting known as AIDA or the “AIDA method.” This represents the goal of every ad or piece of written material the writer develop and the series of emotions or actions he wants to pull the reader through with his copy. AIDA stands for Attention, Interest, Desire, and Action.

## Chapter 3

### Criticism

#### 3.0 Advertisements as part of our culture

If we look around us, we will find our world filled with advertising on huge billboards in the streets, on the pages of magazines, between the tracks played on the radio, on the walls of the streets, on the pages of internet sites, at the bottom of emails, on the back of cinema tickets, on the shirts of our nation cricket players. It seems that any surface that will hold still long enough to be read is considered a potential advertising medium. The fact that there is so much advertising out there means that it is part of our daily cultural experience and it is almost impossible to avoid.

Therefore, advertising is not just about what manufacturers say to consumers, but it is also about how it is said. Advertisements can have an influence far beyond a simple message about a product. Advertisements can introduce characters to the public imagination, make icons out of actors, make everyone repeat the catchphrases like, *Oi tor chakka ghure* from Warid Telecom or *Oi din ki ar ase, din bodhlaise na?* from Banglalink and get audiences arguing over different plots. Advertisements often take on a cultural life of their own and occupy a significant position in the media.



Again, advertisements are a reflection of a society's wants and needs at any particular point in time. Through the way that they represent gender, age, wealth, success, happiness etc, they also provide excellent material for keeping record of the past so that one can go back and have a look and research social attitudes of an era or a culture at a particular point in time. Advertisement reflects the values of a society, all the things that people want to have or to be, and can be used as a measure of predominant hopes and fears of the people in a society.

### **3.1 Advertising makes the world go round**

The messages relayed through advertising may range from the straightforward- *Buy this now, it's cheaper!* to the subtle – *Wise people buy this*. The giant corporate world pours millions of money into advertising on an annual basis. They want their messages to be heard, and in return they financially support the media. Without advertisements there would be no television except re-runs, magazines would be thin, colorless and unaffordable, and many internet sites would not be able to afford their server spaces.

When big companies cut down their advertisement budget, as happened after 9/11 in the United States, the effects are keenly felt by the media which rely very heavily on revenue from selling advertising space. The money simply stops coming in and the economic effects are drastic: magazines become expensive; TV stations slash original programmers', and dot.com companies' crash. So it is understandable that advertising allows other media to exist and

generates cultural identity. A world without advertising would be a very different place from the one that we know.

### **3.2 Influence of ads in Bangladesh**

Judith Williamson (a British critic who work as commentators and a model for writing on visual culture) demonstrates very clearly in her important study of advertising, *Decoding Advertisements* (London, Boyers, 1978), “the very structures of advertisements themselves - the play of signifiers, the manipulation of history and the erasure of temporal differences to evoke nostalgia, the use of linguistic and visual puns, the arrangement of fragments, absences, substitutions and synecdoche - suggests an influential medium”. In Bangladesh the influence of ads are not any different then what Williamson refers to in her essay, advertisements build peoples mind set and manipulates to create desires for any product and finally pursue them to buy it.

What Williamson suggested in the early mentioned statement is that, the idea that we as general public have in our head as a signifier of a sign or image, advertisements take that sign or image and create an illusion of desire that it become obligatory for us to possess that product or anything the ad creators wants to sell.

For expanding the above notion, the examples are the followings:

### Linguistic influence:

“Duniar joto shukh, only in my Djuice” or “Abar jigay” these Grameen phone ads’s catchphrases for the pre-paid mobile phone connection Djuice spread like wild fire among the youth. These catchphrases and many more became a symbolic language to young generation. Often when they are in an informal conversation between close friends or same age group they tend to use these phrases and code switch between Bengali and English language. Even being a part of Bengali and English language these phrases have earned their own place among the young people’s vocabulary. That is how the ads are very much influential among people linguistically.

### Emotional influence:

In case of emotional persuade the ads use the nostalgic memories and historical background. In times like Bengali New Year, international mother language day or independent day, the ad makers find newer ways to evoke the patriotic feelings of the public and influence them to purchase the products. Banglalink ad which shows, *a sister telling the viewers the story of how she and her brother use to fight to take the first place in everything and her brother always wins but when it comes to ride the safety boat to escape from the Pakistani soldiers she get to be there first, unfortunately her brother and father get caught and killed. Now she is old and thinking if her brother was alive how he must have look liked and many unforgettable memories comes alive.* There are many people who can connect themselves with this story who lost their love ones in 1971 independent war. The ad makers and copywriters create such anecdotes to recall those memories and make those products close to people’s life more than they actually are.



### 3.3 Some Negative Implications of Advertisement

It is true that advertisement is very influential to change the mindset of a society and culture, but this influence is not always positive. Advertisement can sometime portray negative images of society and also disclose false information. Ads sometime depict offensive images which can shape the ideology of a generation.

One of the most talked about and discussed topic when it comes to ads and women, is how ads objectify women. Thus this topic raises many varieties of feminist view points against advertisement and its creators. Since feminism does not have a single meaning, we need to discuss the ways in which we can define the term. The word feminism had come to mean a variety of things. "That this gives a "new" point-of-view on society, when eliminating old assumptions about why things are the way they are, and looking at it from the perspective that women are not inferior and men are not 'the norm'."

(<http://www.feminist.com/resources/artspeech>)

The images that advertisement create by the beauty soap and fairness cream ads or using women as objects where women has nothing to do with the product or its utility made women the "women" she is now in the society. No woman born with a tag saying that they are women, apart from biological differences. This is the society that built the representation of women that shows that she is inferior and venerable, naive and lacks potential. The ad world is not any different from this society-created image, where they can make a difference and change the way women

were presented in the past. They take the advantage of that image to sell their products. Advertisement and media has a great influence on society and culture, and they can easily take the step to address women as equal to men in order to alter the society's view point. But the ads are doing the other way round by manipulating these images for their own benefits.

In Bangladesh most of the ads portrays women to be inferior to men. For an example of an ad of a Radhuni spice powder, there is a speech of the mother saying to his young adult son, who misses home-made food, that now he should bring a wife who can cook for him. But the adaptation of this notion was not very female friendly; the speech was "Aeibar ekta radhuni nia ai" means now bring a cook (radhuni) for you. Again in a Fair and Lovely ad, a father accusing his daughter for not earning enough money for the family and, "ekta chele hole aj amonta hoto na" if she was a son then they will never face these situations. These ads in the way of promoting a product is conveying negative messages to the mass and building a mindset which force women to be the "women" society wants them to be.

Ads and other commercial products construct cultural discourses that become universal and function as power. This power is given to the society in a way that it can manipulate the image of women and use that image according to the needs of the society. Perhaps when ad needs a model to create a seductive image to sell a perfume, it becomes the image of women. On the other hand, another ad portrays women in a loving motherhood situation and then that image becomes the identity of women. Eventually, the images of women are used by the ad makers as how and what product they want to sell to the customer.

Many critics have used semiotics to decode and explore, how advertising create obsession for commodities through the use of language and imagery: for example how a diamond is made to symbolize love. The perfume bottle holds a large amount of the focus. Its form is significant and holds dominance over the bend down female figure particularly through its firm, towering structure. So if a female structure through advertisement is used to convey the message to the mass then the question is why her voice is left unheard. Society is man-made and within it women cannot speak, since language is a man's prerogative.

### **3.4 A postmodern perspective - What are TV ads really trying to tell its audience**

As a term Postmodernism is difficult to define as it covers a wide range of disciplines and general areas of thought. These include art, architecture, literature and technology. There are however a number of central characteristics that help us to understand the foundations of the postmodern.

Firstly, postmodernism rejects all boundaries. This rejection also includes the boundaries between different forms and genres of art.

Secondly, there is a concentration on fragmentation and discontinuity as well as ambiguity. The postmodern focuses on a de-structured, de-centered humanity. What this really means is that the idea of disorder and fragmentation, which were previously seen as negative qualities, are seen as an acceptable representation of reality by postmodernists. Postmodernists celebrate this seemingly meaningless view of the world. Postmodernism also accepts the



possibility of ambiguity. Things and events can have two different meanings at the same time. A more rigid rational and linear approach tries to avoid or reduce ambiguity as much as possible. Postmodern thought sees simultaneous views not as contradictory but as an integral part of the complex display of reality. Beyond all the theory and academic discussion, what postmodernism is, in its very essence, an adventure and an expression of life experience. Postmodernism puts everything into question and radically interrogates it, strategies and world views. There is no such thing as a definition of the postmodern. It is a mood rather than a strict discipline. Postmodernism, with all its complexity and possible excesses, is an attempt to find new and more truthful versions of the world.

TV ads and especially the work of copywriters and screen play writers are unique postmodern works, because authorship is neither privileged nor commonly shared and is often not credited. They are models for a new way of writing that somehow just happens; always transforming works that are created in numerous ways that are beyond prediction. By looking at the practice of making them, they can serve as instructive models for our times, showing how to make things in common that are astounding in their uncommonness. Showing the view of postmodernism in the way that, they(copywriters) see things in their individual way.

The best example of the relationship between postmodernism and television is the advertisement. According to Baudrillard<sup>3</sup>, “television commercials pull apart cultural signifiers of every kind and allow them to float around in a loose space, where they attach themselves to commodities” *Beginning Postmodernism by Tim Woods, first South Asian edition 2007*. The approaches of advertisement in present days are very much what Baudrillard explained, ads pick

up any idea that we have about anything related to our culture and society and match them with the commodities they are willing to sell. Such as the readymade spice powder ads, they show how traditionally our mothers and grandmother use to cook and the taste of their cooking is unforgettable. So they put those flash back memories and relate them to today's readymade spice powder's taste, which they promises to be the same as those of the good old days.

There has been a change in the strategy of advertisement making over the years. Moving from promoting the product directly to the customers, now it says less about the product and more about the cultural representation of the advertisement. Advertisement frequently quotes and alludes to other ads, and emphasis style and surface of that ad to call their products better than others. In any event, advertising is variety of forms, but especially on the television, has become more attentive to the look and dialogs of the advertisement than to the product it is selling, where a part is used to signify the whole, exemplifying a postmodern idea.

## Conclusion

In present days advertisement can be seen or heard everywhere: in store windows, on the billboards, through the radio, on the television, the internet, in mail-box etc. Advertising helps customer to choose which product is best, or better than other product of the same kind. It also provides the customers information about their products, the cost, the version, the qualities, etc. Instead of going out to the machine where the products are made, people only have to stay at home, turn on the TV or radio or connect to the internet and take a look at the advertising channels or the websites of the producer.

Advertisement plays a big role from today's corporate as well as cultural perspective. Associating with advertisement the copywriting, the written form of the advertisement, is also engaged to make a difference in the society. A copy, if written by a professional, is usually so well established that it can interest the consumers to purchase the product. In advertisement copies, what a copywriter does is to rewrite the product description of the product to be promoted and let the readers know of the importance of the product. These copies are well optimized to delve into the minds of the readers and give them a psychological hastiness, which eventually make them purchase the product. For becoming an advertisement copywriter, one needs to have great command over the language, with large enough vocabulary to make people feel a demand for the product. And it should speak for the reader, feel for them, argue for them, and eventually make them purchase. Advertisement through its convincing messages can also contribute to the betterment of society by uplifting and inspiring people and motivating them to



act in ways that benefit themselves and others. Finally, Advertising can brighten up lives simply by being witty, tasteful and entertaining.

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